

**Revenue generating opportunities of tourism activities**  
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The development of domestic tourism is one of the most actual and perspective directions for the Russian economy in the near future. For this sphere of activity not only has a multiplicative effect on the attraction of innovative resources, but also a huge potential for introducing innovative new features, including in management [1, p. 148]. For the Kaluga region today, the main centers of attraction are such unique tourism projects, cultural-educational center "ethnomir" Park of birds "Sparrows" art Park "Nikola-Lenivets". The region is home to more than four dozen different museums. The region has achieved some good results, including for the development of agricultural tourism [2, p. 31]. Its structure consists of approximately 150 objects, which are engaged in rural tourism. Over five hundred guest houses ready to receive tourists and visitors.

The area is a hub of various festivals and themed celebrations. The tourist flow in the Kaluga region is constantly growing. In 2014, he went to the threshold of 2 million, the next year it exceeded this figure. In 2016 Kaluga is planning to take almost 2.5 million tourists. But the dynamics of growth would be simply impossible without building the appropriate infrastructure of this sphere of activity [3, p. 43].

The award was established by the organizing Committee of the NAIS, Federal Agency of air transport and industry portal AVIA.RU last year with the aim of creating a positive image of the airports and their reputation in society, as well as identifying and promoting the most efficient and steadily developing Russian airports. International airport "Kaluga" has class and is designed to accommodate aircrafts like Airbus A319, Boeing 737-500 and other courts of the same or lower class.

At the present time from the international airport "Kaluga" flies to Saint Petersburg and Sochi. By the end of 2015 accomplished 518 flights, carried more than 10,000 passengers and almost 60 tons of Luggage. This year the passenger flow will tend to the volume of traffic in the 60-80 thousand people. In the spring and summer season opening of new routes to the black sea coast to Simferopol, Anapa, Gelendzhik and Sochi. As the prospects of development by 2020 it is planned to enter the passenger flow not less than 250 thousand people.

Now the people of the region can buy at the ticket office or via the Internet cheap tickets under the program of subsidizing of air transportation. Part of the cost payable from Federal and regional budgets, and the discount reaches almost half the cost of the ticket. By the way, this approach to the development of air transport artery not only peculiar to Kaluga. Aircraft in Crimea in the framework of this program already flying from 32 cities of Russia. Flights subsidized flights on other areas starts in may and ends in October. The program operates on more than a hundred directions. To attract funds from regional budgets airlines has signed agreements with 23 regions. Only subsidized transport involved 19 companies. But to take advantage of discounts are not all. For example, to buy discounted ticket from the Far East to the European part of the country can only pensioners in the region and those who are not 23. That pensioners and students are included in the list of beneficiaries of most of the subsidized routes. But there are exceptions: for example, from Kaliningrad in 2016 can fly all age categories.

Each region has its own programme and its conditions. But whatever the conditions, the benefits of buying tickets on these programs is obvious. For example, from Moscow to Sochi on may holidays will be able to fly normal flight at least 10 million (there and back). And from Kaluga in Sochi with the help of a subsidy can you buy a plane ticket at half the price – from 5 thousand All this, without a doubt, provides the best conditions for the development of tourism in the region and domestic tourism across the Russian Federation. It can be concluded that the multiplier effect of the industry development of domestic tourism on the basis of government subsidies in the Kaluga region has fully justified itself.

## Reference

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